

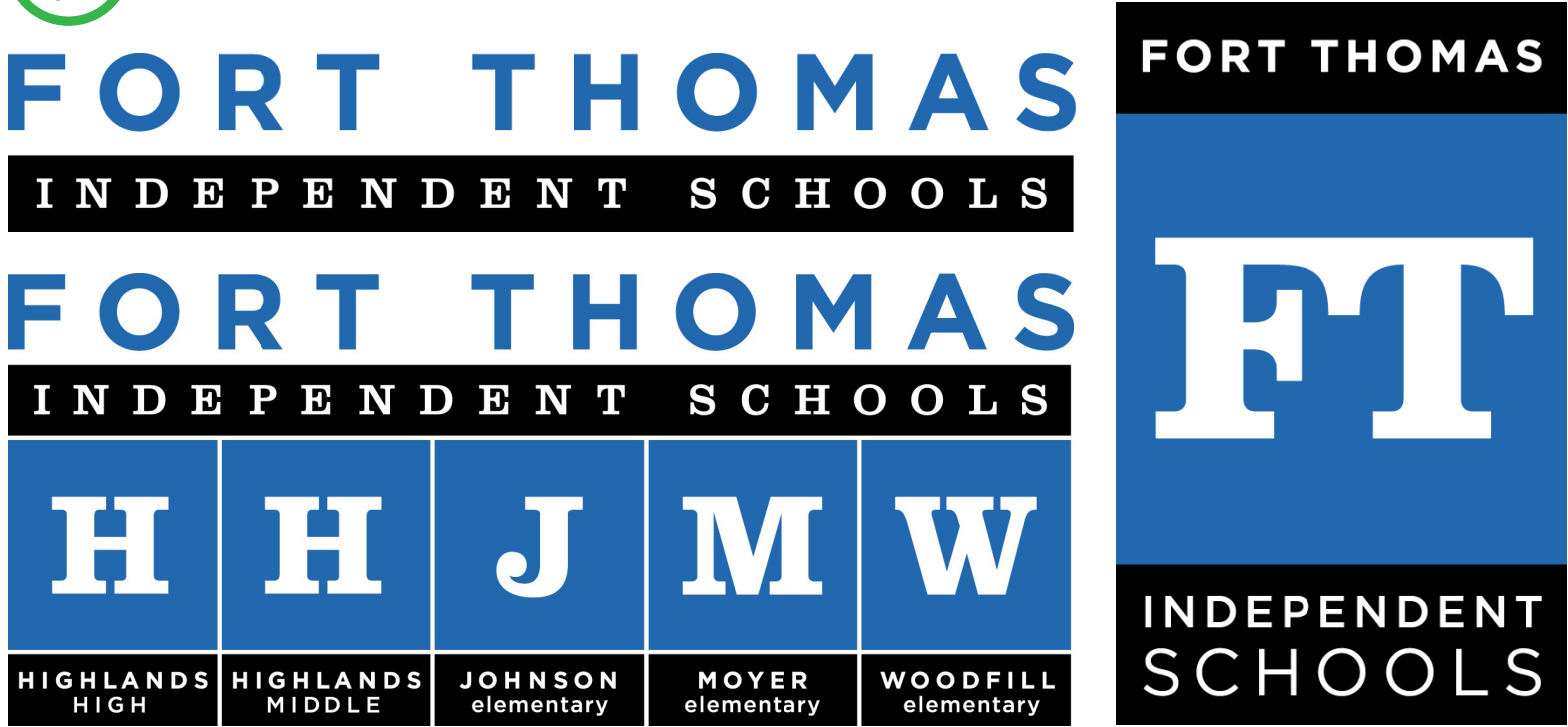
## LOGOS

Use the following approved district and school-based logos for public-facing correspondence.

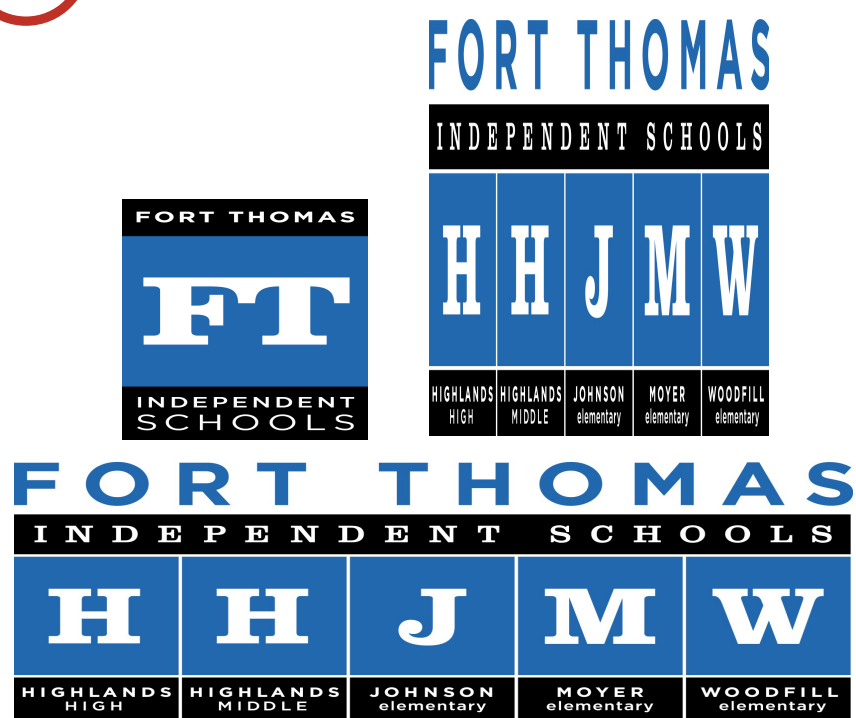
### DISTRICT LOGOS



Sized approximately at a 5x2 (WxH) ratio

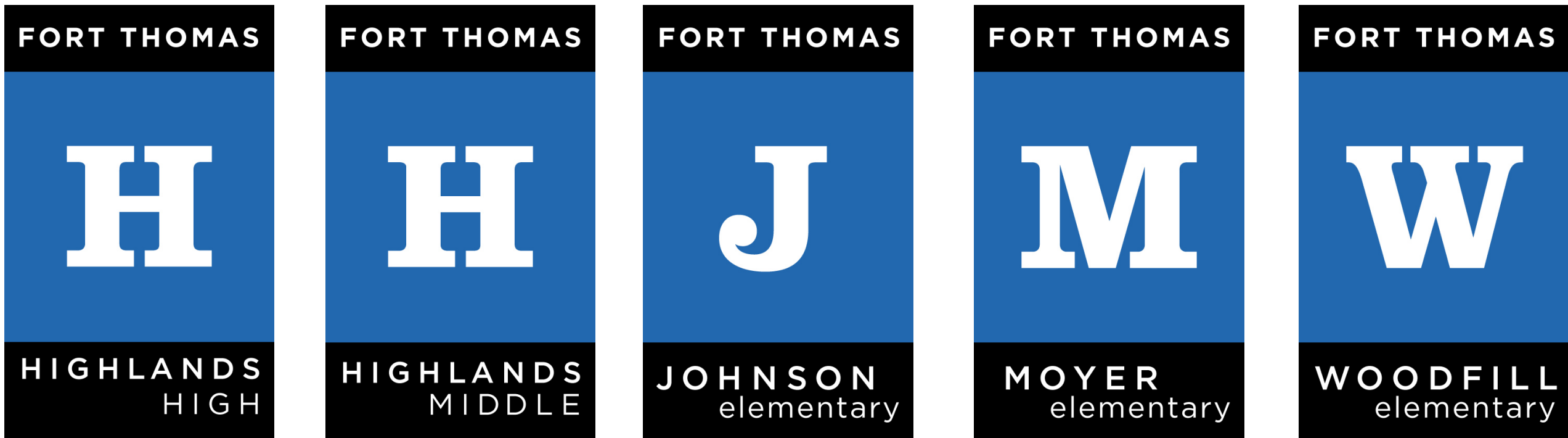


Stretched or warped logos



### SCHOOL LOGOS

Like the district logo, the school logos should not be stretched or warped.



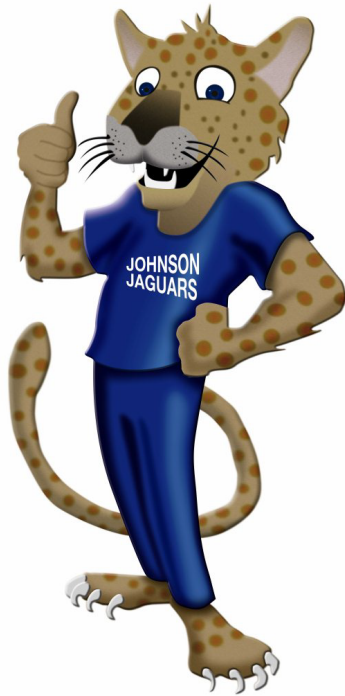
## MASCOTS

Fort Thomas Independent Schools has approved these school-based mascots:

MOYER ELEMENTARY  
Mustangs



JOHNSON ELEMENTARY  
Jaguars



WOODFILL ELEMENTARY  
Wildcats



HIGHLANDS HIGH SCHOOL & MIDDLE SCHOOL  
Bluebirds



Principals must approve any exceptions, and if a resolution cannot be found, the superintendent will consider the request.

Like the logos, mascot artwork should not be stretched or warped.



TYPOGRAPHY

The primary font for Fort Thomas Independent Schools (FTIS) is:

Century Gothic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

Regular      *Italic*      **Bold**

“The Fort Thomas Independent Schools is *Rich in Tradition, Focused on the Future* and believes in maximizing the K-12 journey for all students.”

The preferred serif font is **Clarendon**; however **Bookman Old Style** is a suitable substitute. A serif font should be reserved for titles and headings when used.

Clarendon

“All five schools in Fort Thomas benefit from community backing that is second to none.”

COLOR GUIDELINE

PRIMARY COLORS



HEX: #2268AE  
RGB: R-34, G-104, B-174  
CMYK: C-79, M-46, Y-0, K-34  
Pantone: 293



HEX: #B7B6B8  
RGB: R-194, G-195, B-193  
CMYK: C-24, M-18, Y-20, K-0  
Pantone: COOL GRAY #4

Consistent use of the primary brand colors combined with black and white is imperative for the FTIS identity, recognition and image-building.

SECONDARY COLORS



HEX: #6BAA36  
RGB: R-107, G-170, B-54  
CMYK: C-35, M-0, Y-68, K-33  
Pantone: 376



HEX: #FF6D2E  
RGB: R-255, G-109, B-46  
CMYK: C-0, M-42, Y-75, K-5  
Pantone: ORANGE 021



HEX: #FFCD00  
RGB: R-255, G-180, B-8  
CMYK: C-0, M-29, Y-93, K-0  
Pantone: 116

These colors are available in the FTIS brand architecture. Limiting secondary colors to this palette helps create a memorable identity while providing a means to highlight information or affect the tone of the information visually.

EMAIL SIGNATURES

Emails originating from a district account must include an approved FTIS signature. The following description and example illustrate the minimum requirements, including the use of the Century Gothic font throughout:

Example

Mr. Jody Johnson | Director of Technology & Information

FORT THOMAS INDEPENDENT SCHOOLS

28 N. Fort Thomas Avenue | Fort Thomas, KY 41075

Jody.Johnson@fortthomas.kyschools.us

Phone | 859.815.2014 Fax | 859.815.2014

http://www.fortthomas.kyschools.us/

- Name and official title of your primary position separated by a vertical bar or “pipe” symbol
- Work location in all caps in primary FTIS blue
- Work address with street address and city separated by a vertical bar or “pipe” symbol
- Email address
- Phone number (fax number is optional but should be included on the same line)
- District website address

To explore alternate email signature options, visit:  
<https://sites.google.com/fortthomas.kyschools.us/ftis-faculty-staff-technology/district-communication>